

PATENTS**UNITED STATES PATENT AND TRADEMARK OFFICE**

Application:	10/663,718	Examiner:	Raquel Alvarez
Filed:	09/17/2003	Art Unit:	3688
Inventor:	Hunter, et al.	Atty Ref.:	0108020-0533876

Title: **SYSTEM AND METHOD PERMITTING MERCHANTS TO USE
ELECTRONIC BILLBOARD DISPLAYS TO CARRY
ADVERTISEMENTS FOR PRODUCTS THAT CAN BE PURCHASED
THROUGH A UNIVERSAL AUTOMATED ORDER PROCESSING
SYSTEM**

AMENDMENT AND RESPONSE

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action mailed on 01/25/2008, please amend the above referenced application as follows:

Amendments to the claims begin on page 2 of this paper.

Remarks begin on page 5 of this paper.